an implementation of merely a processor (or multiple processors) or portion of a processor and its (or their) accompanying software and/or firmware. The term 'circuitry' also covers, for example, a baseband integrated circuit or applications processor integrated circuit for a mobile phone.

[0121] Any of the processors mentioned in this text could be a processor of any suitable type. Any processor may comprise but is not limited to one or more microprocessors, one or more processor(s) with accompanying digital signal processor(s), one or more processor(s) without accompanying digital signal processor(s), one or more special-purpose computer chips, one or more field-programmable gate arrays (FPGAS), one or more controllers, one or more application-specific integrated circuits (ASICS), or one or more computer(s). The relevant structure/hardware has been programmed in such a way to carry out the described function.

[0122] Any of the memories mentioned in this text could be implemented as a single memory or as a combination of a plurality of distinct memories, and may comprise for example a read-only memory, a random access memory, a flash memory or a hard disc drive memory etc.

[0123] Moreover, any of the actions described or illustrated herein may be implemented using executable instructions in a general-purpose or special-purpose processor and stored on a computer-readable storage medium (e.g., disk, memory, or the like) to be executed by such a processor. References to 'computer-readable storage medium' should be understood to encompass specialized circuits such as FPGAs, ASICs, signal processing devices, and other devices.

[0124] The functions illustrated by the processor **101** in combination with the memory **102** or the means **320** to **323** can be viewed as means for receiving captured data on an environment of a mobile device; means for evaluating whether the captured data can be matched to an object model stored in the mobile device, the mobile device storing at least one object model and associated information, wherein the associated information links a service to the object model and identifies a type of the service; and means for determining, when a matching object model is found, a type of a service that is linked to the matching object model based on information associated with the matching object model, and causing an action supporting a provision of the service to a user taking account of the determined type of service.

[0125] The functions illustrated by the processor **201** in combination with the memory **202** or the means **410** and **430** can be viewed as means for creating an object model of a real world object based on captured data on the real world object; means for associating information to the object model, wherein the associated information links a service to the object model and identifies a type of the service; and means for providing the object model and the associated information for use in a mobile device.

[0126] The program codes in memory **102** or memory **202** can also be viewed as comprising such means in the form of functional modules.

[0127] It will be understood that all presented embodiments are only exemplary, and that any feature presented for a particular exemplary embodiment may be used with any aspect of the invention on its own or in combination with any feature presented for the same or another particular exemplary embodiment and/or in combination with any other feature not mentioned. It will further be understood that any feature presented for an exemplary embodiment in a particular category may also be used in a corresponding manner in an exemplary embodiment of any other category.

1-33. (canceled)

34. A method comprising:

receiving captured data on an environment of a mobile device;

evaluating whether the captured data can be matched to an object model stored in the mobile device, the mobile device storing at least one object model and associated information, wherein the associated information links a service to the object model and identifies a type of the service; and

when a matching object model is found, determining a type of a service that is linked to the matching object model based on information associated with the matching object model, and causing an action supporting a provision of the service to a user taking account of the determined type of service.

35. The method of claim **34**, wherein the object model is a three-dimensional model of a real world object.

36. The method of claim **34**, wherein the information comprises at least one of:

a link to a Web site;

a link to a service application programming interface;

information for presentation to a user;

information supporting a local service discovery;

an identification of an application of the mobile device that is to be executed;

a script for an application for execution on the mobile device.

37. The method of claim **34**, wherein the information associated with at least one of the at least one object model stored in the mobile device comprises additional information that is considered when evaluating whether the captured data can be matched to an object model stored in the mobile device.

38. The method of claim **34**, wherein the at least one object model is obtained for storage in the mobile device by one of:

requesting an object model from another device;

requesting an object model from another device in a network;

requesting an object model from another device based on the current location of the mobile device;

requesting an object model from another device based on a captured video clip;

retrieving an object model from a memory device; and

a user controlled modeling of an object within the mobile device.

39. An apparatus comprising at least one processor and at least one memory including computer program code, the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus at least to perform:

receive captured data on an environment of a mobile device;

evaluate whether the captured data can be matched to an object model stored in the mobile device, the mobile device storing at least one object model and associated information, wherein the associated information links a service to the object model and identifies a type of the service; and

when a matching object model is found, determine a type of a service that is linked to the matching object model based on information associated with the matching